

lighting

Lighting dramatically enhances your business and storefront appeal. It creates a greater sense of security and can promote your business in the evening hours. Renovations to your storefront could include creative lighting for signage, display windows, architectural details, and dark corners/edges of the

Lighting enhances your business and storefront appeal.

property or street. Storefront lighting should be carefully coordinated with nearby street lighting.

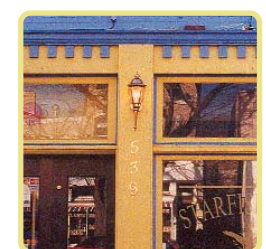
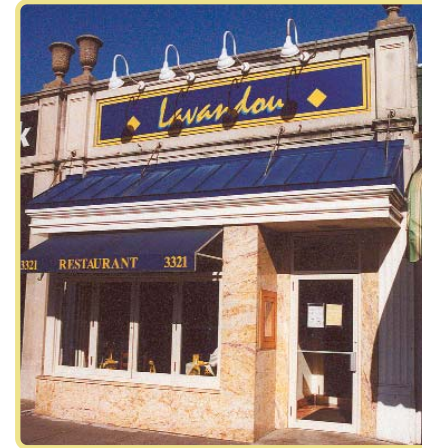
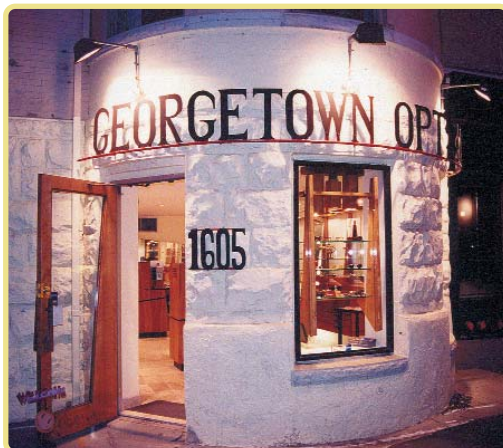
ENCOURAGED

- Illuminating interior display areas to promote merchandise or services inside a business.
- Balancing the amount of building lighting with street lighting.
- Using exterior mounted light fixtures selectively, i.e. sconces or downlights to enhance overall building image.
- Using lighting to illuminate signage or special architectural details.
- Concealing lighting sources as much as possible.

STRONGLY DISCOURAGED

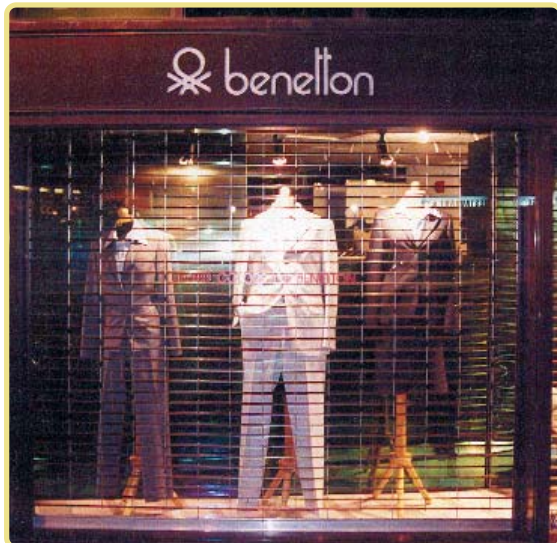
- Installing flashing, pulsating, or moving lights or lights that cause significant glare.
- Using non-commercial lighting fixtures.
- Using neon tubing to border windows, doors and storefronts.
- Using a lot of light fixtures.
- Installing fixtures that when applied to the building cause too much damage to masonry or other facade material.

VARIOUS LIGHTING FIXTURES AND STRATEGIES



The security of your business and business district is very important. Customers choose to patronize areas in which they feel safe. Safety operates on two levels: 1) the business owner needs to feel that his or her investment is protected, and 2) the potential customer needs to feel and see that your business district is safe and well managed. For example, metal bars and solid grates detract from an area's appeal and communicate that crime is a real problem. These systems are also commonly vandalized with graffiti. Perception becomes the reality that can strangle the life and economic vitality from a neighborhood business district.

Ironically, solid grates actually make it more difficult for area residents and the police to properly police your business district to prevent theft or other crimes because they cannot see into the businesses.



Other options are available to address safety concerns without creating a fortress around your business and the business district. Transparent windows and doors allow pedestrians and traffic to monitor activities in a well-lit business or district in the after hours. There are a variety of glass types (i.e. laminated safety glass, tempered, etc.) that provide additional layers of security, but can sometimes be more expensive. Quality security locks, internal alarms and security systems, and community watch efforts provide additional safety for your business. Open wire-mesh grates have gained a great deal of popularity lately because they keep burglars out while allowing potential customers and the police to see inside the business at night. Open wire-meshes are best built into the interior of the storefront ceiling where their mechanical systems are concealed.

INTERIOR, WIRE MESH SECURITY GRILL
BENETTON (DUPONT CIRCLE)

ENCOURAGED

- Replacing exterior roll-down grates and grate boxes with open wire-mesh type security grates with a minimum of 70% transparency. Wire mesh grates must have:
 1. The grate box or mechanical unit installed into the interior ceiling of the display window.
 2. Vertical and horizontal guide tracks should be installed parallel to display window's vertical and horizontal framing elements. Colors for all roll-down elements should match the color scheme of the building.
 3. Where possible, exterior wire-mesh grates should be built into the storefront.
- Replacing old single-pane storefront windows with laminated safety glass.
- Installing an electronic alarm system that automatically notifies the police and the business owner.
- Using ornamental gates to secure entry areas in front of storefront doors.
- Concealing existing grate systems with an awning only when circumstances would make removal of the grate prohibitive. The Department of Housing and Community Development's Design Review team must issue written approval on projects receiving funding from the District Government.

STRONGLY DISCOURAGED

- Installing a solid roll-down grate.
- Maintaining non-retractable security bars on the exterior of windows and doors.
- Replacing or covering glass, display windows and doors with plexiglass.